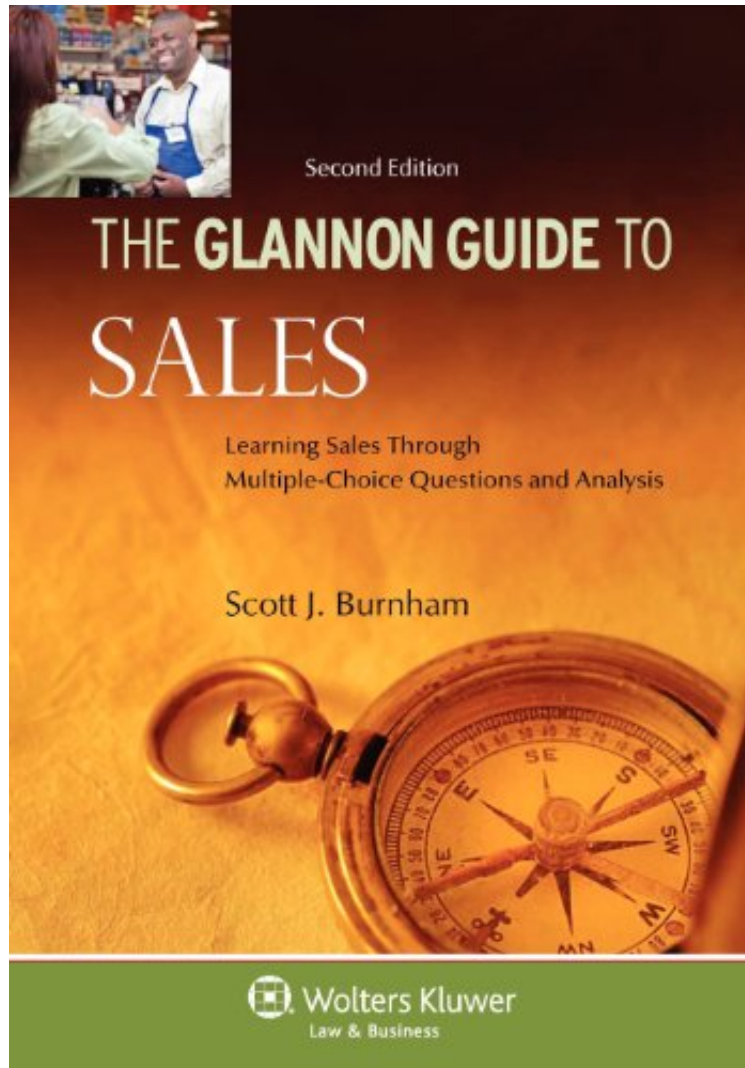


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Glannon Guide to Sales: Learning Sales Through Multiple-Choice Questions and Analysis, Second Edition (Glannon Guides)

Scott J. Burnham

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Leveraging the series' proven learning structure, The Glannon Guide to Sales integrates multiple-choice questions into a full-fledged review of the Sales course. Brief explanatory text is followed by one or two multiple-choice questions designed to be realistic, yet neither too difficult nor too simplistic. The author's concise explanations of correct and incorrect answers clarify nuances in the law. At the end of each chapter, a challenging question, "The Closer" illustrates a more sophisticated problem, and the final "Closing Closer" questions encourage practice as well as a cumulative review of concepts from previous chapters. With valuable exam-taking pointers throughout the text and a user-friendly, interactive approach, The Glannon Guide to Sales is equally useful to all students, whether tested by multiple-choice questions or not. The Second Edition has been thoroughly updated throughout the text. New multiple choice questions guide students through the course, and more material on difficult-to-understand areas of the law helps to instruct. Hallmark features of The Glannon Guide to Sales: Learning Sales Through Multiple-Choice Questions and Analysis Integrates multiple-choice questions into a full-fledged review of first year Sales course o sophisticated yet fair o neither too difficult nor too simplistic Lead-up discussion of law puts questions in context Clear explanations of correct and incorrect answers clarify nuances in the law Equally useful to all students, whether tested by multiple-choice questions or not Embodies a far more user-friendly and interactive approach than other exam preparation aids "The Closer" poses a sophisticated problem question at the end of each chapter Final "Closing Closer" questions provide practice and cumulative review of concepts in earlier chapters Valuable exam-taking pointers throughout the text The revised Second Edition presents: Updated material throughout New multiple choice questions More material on difficult-to-understand areas of the law New chapters on software contracts and the international sale of goods Update on revisions to the Uniform Commercial Code